

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:	)	
	)	
Ta-Ching PONG	)	Group Art Unit: Unassigned
	)	
Serial Number: New U.S. Patent Application	)	Examiner: Unassigned
	)	
Filed: June 18, 2001	)	

**For: SYSTEM AND METHOD FOR INSERTION AND MODIFICATION OF ADVERTISEMENTS**

## PRELIMINARY AMENDMENT BEFORE EXAMINATION

Honorable Commissioner For Patents  
Washington, D.C. 20231

Sir:

Before examination on the merits, kindly amend the application in accordance with the following particulars:

**IN THE CLAIMS:**

Please amend claim 16, as indicated by the clean copy of amended claim 16 in Appendix A, attached hereto.


A marked-up copy of the amended claim is included in Appendix B, also attached hereto.

**REMARKS**

The amendment to claim 16 corrects a typographical error. No new matter has been added.

Entry of the above amendments and early and favorable action on the merits is respectfully requested.

Respectfully submitted,  
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Date: June 18, 2001

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**APPENDIX A**  
**(Clean Copy Of Amended Claim)**

16. (Amended) A system as claimed in claim 15, wherein said means for inserting said advertisement comprises means for merging a simulated image into a broadcast program.

**APPENDIX B**  
**(Marked-Up Copy Of Amended Claim)**

16. (Amended) A system as claimed in claim [25] 15, wherein said means for inserting said advertisement comprises means for merging a simulated image into a broadcast program.